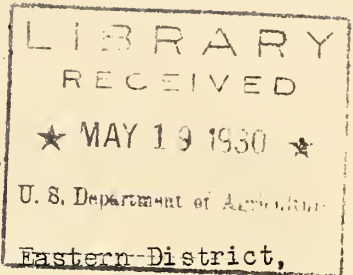


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SAFEGUARDING YOUR FOOD AND DRUGS -- 10
Tuesday, May 6, 1930.



A series of radio talks by W. R. M. Wharton, chief, Food Drug and Insecticide Administration, United States Department of Agriculture, delivered Tuesday mornings at 10 a.m. Eastern Standard Time through Station WJZ in New York and the following other stations associated with the National Broadcasting Company: KWK, St. Louis; WREN, Kansas City; KFAB, Lincoln, Nebr.; WRC, Washington; WBZA, Boston; KSTP, St. Louis; WSM, Nashville; WAPI, Birmingham; WJAX, Jacksonville; WPTF, Raleigh; and WRVA, Richmond.

Here we are again--your Government representative continuing to tell you how your foods and drugs are safeguarded through the enforcement of the Federal Food and Drugs Act and continuing to tell you how to read labels. I am talking from Washington, D. C. today.

Your U. S. Department of Agriculture wants you to know how your foods and drugs are safeguarded and wants you to cooperate in the enforcement of this law by reading labels and I am trying to tell you how to do this intelligently. Do you know that housewives of this country spend twenty-three billions of dollars a year for foods alone? Suppose the housewives learn to read labels and learn to buy foods with discrimination and suppose by so doing they are able to save 1% on their purchases--do you know that this would amount to the colossal sum of 230 million dollars per year saved? I am sure you want to know what labels mean and the composition of your foods. I am sure that there is no doubt of this, no peradventure. If you could see the thousands of letters I have received asking for my Read-the-Label information, you would understand the tremendous nation-wide interest which is being taken in this subject. This interest is growing by leaps and bounds. I wish you could see these letters and see the earnestness with which the radio audience is applying itself to learning how to read labels. Now my friends, before taking up my subject today, before telling you more about food and drug frauds and label reading, I want to say that all of the ethical manufacturers of foods and drugs approve of the enforcement of the Food and Drugs Act and are in sympathy with the public's knowing the truth.

Now, my friends, today I shall tell you a story about filching fish from firkins, and I shall tell you about "ambition pills". Moreover, I shall tell you more about How to Read Labels.

Perhaps the oldest skin game, the oldest form of cheating, the oldest "get-rich-quick" scheme is that represented by giving short weights, short measures and short counts to customers purchasing food products. There have been thousands, yes, literally tens of thousands of schemes hatched to gain advantage of customers in the matter of weights and measures; spring scales, hidden weights, trick balances, false bottom measuring devices, deceptive bottles and the like had their hey-day. Your weights and measures officials and your food and drug enforcement officers are constantly checking weights and measures. Your Federal Food and Drugs Act requires a statement of the quantity of food contained to be declared on the outside of every package plainly and conspicuously and it likewise requires this statement of weight and measure or of count, as the case may be according to general trade practices, to be accurate and correct. Very small packages containing one-half ounce or less are exempt.

(over)

One of the most interesting frauds of this kind is represented in an experience of your speaker, encountered in connection with an investigation of the practices of a large salt fish dealer. This salt fish dealer bought barrels or firkins of fish in salt from the Great Lakes and the Atlantic Coast producers. Because the Federal Food and Drugs Act requires it, each barrel and each firkin when received by this salt fish dealer bore a plain and true statement by count of the number of fish in the packages. The fish dealer about whom we are talking did a tremendous business. He sold fish in firkins to the retail grocers. The investigation to which I referred revealed that the salt fish dealer employed one man on full time whose business it was to do - what? Well, this is what this employee's job was: As each carload of barrels of fish was received, this employee went to work to take the bottoms out of the barrels and then he removed a quantity of the fish, often as high as 10% of the number in the barrels and then he filled up the vacant space with coarse salt and very carefully replaced the bottoms of the barrels, very carefully so that the fact that the barrels had been open could not be determined, and these barrels of fish were sold to retail stores as containing the original number of fish according to the declaration on the head of the barrel. By this practice, this concern was stealing up to 10% of the amount charged on each invoice to its customers. After I had found out what this employee, whom I have been talking about, was doing, I said to him, "Who told you to do this thing? Who gave you a job and how long have you been working here?" I felt like saying "This is a monstrous thing you are doing!" but what was the use of talking to such an employee. He was following orders of the man higher up. The man higher up was getting the money.

Well, friends, the Federal Food and Drugs Act operated to immediately put a stop to this practice and the filching of fish from firkins stopped forthwith. Actions under the Federal Food and Drugs Act have brought a material and substantial correction of all short weight practices. You will find quantity of contents statements on labels to represent the true quantity of food in packages and thus are you assured that the label statements may be relied upon.

And now, my story about "Ambition Pills". I have used this name to cover a class of drug products which were formerly sold by a shameless coterie of would-be money-makers, who wished to exploit man's desire to remain young and virile. This class of products first came to my attention accidentally during an investigation of a softdrink manufacturer. While in this plant I discovered a locked room and I insisted on going into this room and here I found a large quantity of small packages of pills labeled in a vile manner to appeal to the depraved, the ignorant, the lowest type of humanity. Everyone of the statements on the labels of these products represented lies, lies, lies! Chemical examination showed these pills to be practically inert and to have no value or efficiency for the purposes for which they were sold. In a very short time the proprietor of this business was brought before a Federal Judge to answer for his violation of the Federal Food and Drugs Act, and justice was meted to him after he entered his guilty plea.

I then went on a hunt for other products of a similar nature and found a surprising number of them. Prosecutions were brought, seizures were made and to my knowledge there has never been a contest by any manufacturer of this class of products. Instead, when seizures had been made, as if in shame, the manu-

facturer failed to claim the goods and condemnation and destruction resulted and when prosecutions were brought, pleas of guilty were confessed. I do not believe that there are any of these misbranded products left on the market today and thus has your Federal Food & Drugs Act put a stop to the sale of this class of fraudulent and worthless preparations.

Now for my Read-the-Label information. The subject to be considered today is lard and lard substitutes. First let me give you the definitions for lard:

(1) Lard is the rendered fresh fat from hogs in good health at the time of slaughter, is clean, free from rancidity, and contains necessarily incorporated in the process of rendering, not more than 1 per cent of substances other than fatty acids and fat.

(2) Leaf lard is lard rendered at moderately high temperature from the internal fat of the abdomen of the hog, excluding that adherent to the intestines, and has an iodine number not greater than 60.

(3) Neutral lard is lard rendered at low temperatures.

When a product is labeled "lard" or "Pure Lard" it must conform with definition No. 1. When it is labeled "Leaf Lard" it must be produced from the internal fat of the abdomen of hogs excluding that adhering to the intestines and because the internal fat of the hog occurs largely in folds or leaves, we get the term "Leaf Lard." "Neutral Lard" is usually made in part at least from the leaves of fat referred to. It differs from "Leaf Lard" and "Lard" in that it is rendered at much lower temperatures, so that it is almost, if not entirely, devoid of taste and odor.

Besides the names defined, you will encounter terms on labels such as "Kettle Rendered Lard" or "Open Kettle Rendered Lard." These terms mean that the lard has been rendered in an open kettle and not in a steam tank or closed kettle. You will encounter the term "Filtered Lard" and when used this means that the lard has been filtered to remove the coarse particles or settlings. "Lard" is generally so filtered, whether labeled as filtered lard or not.

Neutral Lard is of high quality, but is seldom sold to the consumer for cooking and shortening purposes. Practically all of it goes into the manufacture of oleomargarine. The best lard on the market supplying general consumer demand is Kettle Rendered Leaf Lard. Kettle Rendered Lard, which is next in quality, may or may not contain some leaf lard. Finally we have Lard or Pure Lard. Lard or Pure Lard may be of different qualities, depending upon color, texture, odor and quantity of free fatty acid present. Don't be misled in believing that terms such as "Oak Leaf Brand Lard" or "Ohestnut Leaf Style Lard" are really Leaf Lard. Such lards may be Leaf Lards but they do not have to be Leaf Lards. Let me make this clear: A product labeled "Leaf Lard" must be Leaf Lard, but a product labeled "Rose Leaf Brand Lard" does not necessarily have to be Leaf Lard.

You will find the term "U. S. Inspected and Passed by the U. S. Dept. of Agriculture," on all packages of lard and lard compounds as well as on cooking and shortening fats in which animal fat is an ingredient. This term means that the animals and animal materials from which the lard is made have been inspected by a qualified veterinarian of the Bureau of Animal Industry of

the Department of Agriculture and passed by him as pure and wholesome. Cooking compounds or lard substitutes are made largely from vegetable fats although they may be combinations of vegetable and animal fats. Such animal fats may be from swine or beef. Such vegetable constituents as enter into these products are also inspected and passed. The establishments in which the products are manufactured are inspected also to assure their being in a clean and sanitary condition. Shortening compounds may also be made entirely from vegetable fats. In such case, you will not find the "U.S. Inspected and Passed" legends since vegetable fat products are not subject to Bureau of Animal Industry inspection. Vegetable oil cooking compounds are made from refined and deodorized vegetable oils free from sourness, rancidity or offensive odor and the finished products are essentially free from water. They are prepared from vegetable oils which have been partially hydrogenated or they may consist of partially hydrogenated oils with mixtures of from 10 to 15% of completely hydrogenated oils. The resultant product is chilled and beaten. They cannot be labeled as "lard." They generally are labeled with distinctive names.

Now, my friends, read labels - make up your mind what kind you want to buy and insist on getting what you ask for. Check your purchase by reading labels.